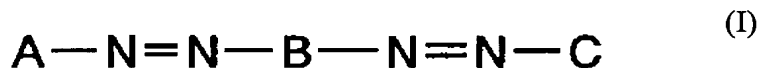


**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

1. (Currently Amended): A coloring composition comprising a dis-azo compound or poly-azo compound which contains two or more substituents having a pKa value in water of -10 to 5 and which has an oxidation potential more positive than 0.8 V (vs SCE), wherein the dis-azo compound or poly-azo compound is an azo compound represented by the following general formula (I):



wherein A, B, and C each independently represents an aromatic group which may be substituted or a heterocyclic group which may be substituted, A and C are monovalent groups and B is a divalent aromatic heterocyclic group directly bonded to the azo-nitrogen atoms.

2. (Canceled).

3. (Currently Amended): The coloring composition according to claim ~~2~~ 1, wherein the dis-azo compound or poly-azo compound is an azo compound represented by the following general formula (II):

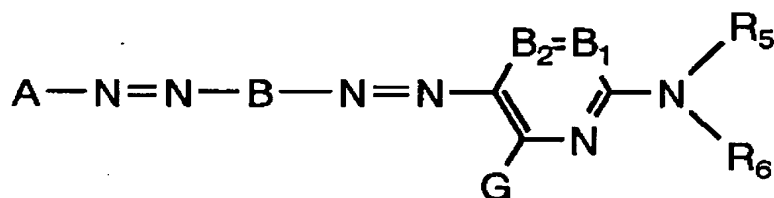


wherein A and B are the same as A and B in the general formula (I) respectively, and Het represents an aromatic heterocyclic group.

4. (Original): The coloring composition according to claim 3, wherein at least one of A and B in the general formula (II) is an aromatic heterocyclic group.

5. (Original): The coloring composition according to claim 3, wherein Het in the general formula (II) is an aromatic nitrogen-containing six-membered heterocyclic group.

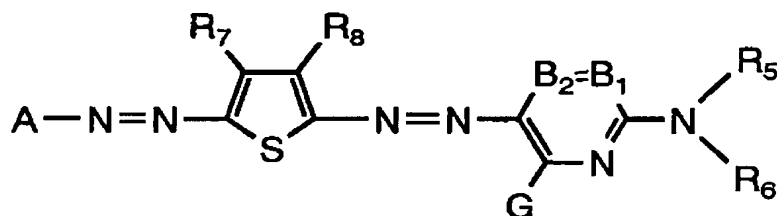
6. (Original): The coloring composition according to claim 3, wherein the dis-azo compound or poly-azo compound is an azo compound represented by the following general formula (III):



wherein A and B are the same as A and B in the general formula (II) respectively, B<sub>1</sub> and B<sub>2</sub> represent =CR<sub>1</sub>- and -CR<sub>2</sub>= respectively, or either one represents a nitrogen atom and the other represents =CR<sub>1</sub>- or -CR<sub>2</sub>=; G, R<sub>1</sub> and R<sub>2</sub> each independently represents a hydrogen atom, a halogen atom, an aliphatic group, an aromatic group, a heterocyclic group, a cyano group, a carboxyl group, a carbamoyl group, an alkoxycarbonyl group, an aryloxycarbonyl group, a heterocyclic oxycarbonyl group, an acyl group, a hydroxyl group, an alkoxy group, an aryloxy group, a heterocyclic oxy group, a silyloxy group, an acyloxy group, a carbamoyloxy group, an alkoxycarbonyloxy group, an aryloxycarbonyloxy group, an amino group (including an anilino group and a heterocyclic amino group), an acylamino group, a ureido group, a sulfamoylamino group, an alkoxycarbonylamino group, an aryloxycarbonylamino group, an alkyl- or arylsulfonylamino group, a heterocyclic sulfonylamino group, a nitro group, an alkyl- or arylthio group, a heterocyclic thio group, an alkyl- or arylsulfonyl group, a heterocyclic sulfonyl group, an alkyl- or arylsulfinyl group, a

heterocyclic sulfinyl group, a sulfamoyl group, or a sulfo group, and each of these groups may further be substituted;  $R_5$  and  $R_6$  each independently represents a hydrogen atom, an aliphatic group, an aromatic group, a heterocyclic group, an acyl group, an alkoxycarbonyl group, an aryloxy carbonyl group, a carbamoyl group, an alkyl- or arylsulfonyl group, or a sulfamoyl group, and each of these groups may further be substituted, provided that  $R_5$  and  $R_6$  are not hydrogen atoms at the same time; and  $R_1$  and  $R_5$  or  $R_5$  and  $R_6$  may be combined to form a five-membered or six-membered ring.

7. (Original): The coloring composition according to claim 6, wherein the dis-azo compound or poly-azo compound is an azo compound represented by the following general formula (IV):



wherein  $A$ ,  $B_1$ ,  $B_2$ ,  $G$ ,  $R_5$  and  $R_6$  are the same as  $A$ ,  $B_1$ ,  $B_2$ ,  $G$ ,  $R_5$  and  $R_6$  in the general formula (III) respectively, and  $R_7$  and  $R_8$  are the same as  $R_1$  in the general formula (III).

8. (Previously Presented): An inkjet recording ink composition, which comprises the coloring composition according to claim 1.

9. (Original): An inkjet recording method, wherein an image is formed on an image-receiving material comprising a support having provided thereon an ink receiving layer containing a white inorganic pigment particle, using the inkjet recording ink composition according to claim 8.

10. (Original): A method for improving ozone gas-fastness of an image formed on an image-receiving material comprising a support having provided thereon an ink receiving layer containing a white inorganic pigment particle using an inkjet recording ink composition, wherein the inkjet recording ink composition is the inkjet recording ink composition according to claim 8.

11. (Canceled).

12. (Previously Presented) An inkjet recording ink composition, which comprises the coloring composition according to claim 3.

13. (Previously Presented) An inkjet recording ink composition, which comprises the coloring composition according to claim 4.

14. (Previously Presented) An inkjet recording ink composition, which comprises the coloring composition according to claim 5.

15. (Previously Presented) An inkjet recording ink composition, which comprises the coloring composition according to claim 6.

16. (Previously Presented) An inkjet recording ink composition, which comprises the coloring composition according to claim 7.